

Your invitation to

GOOD LIVING



with **ALSCO** Aluminum

ALSCO



*manufacturers
of the world's
most beautiful, durable*

ALUMINUM SIDING

FOR REMODELING

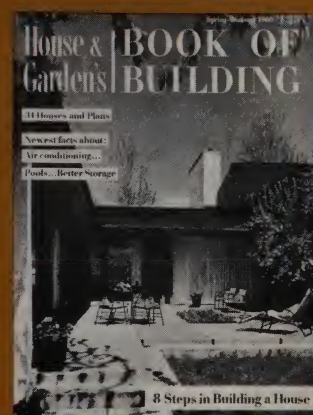
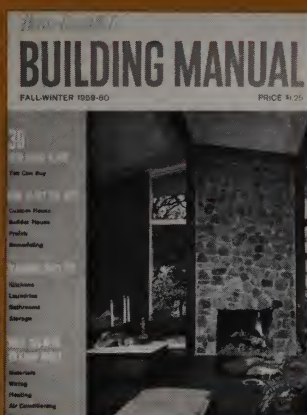
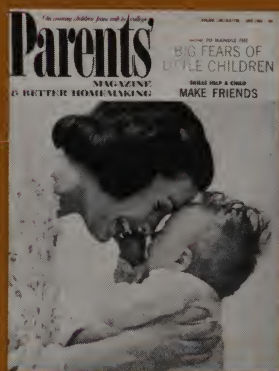
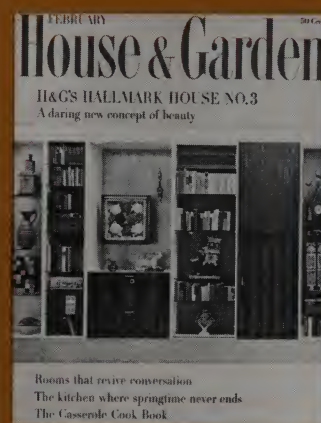
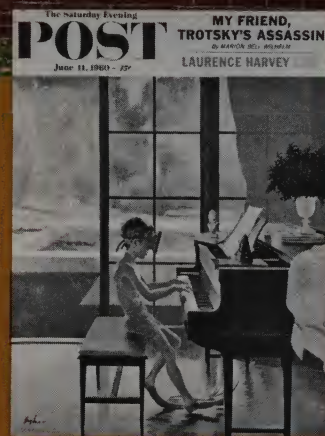
FOR BUILDING

FOR TIMELESS PROTECTION



The Hollywood home of Roscoe Karnes, prominent television, screen and radio actor.

You've seen
AlSCO Aluminum Siding
advertised in
these magazines



AlSCO aluminum siding

ends this constant homework and expense



MORE FREEDOM FOR LIVING

AlSCO's new acrylic finish is virtually maintenance-free . . . ends painting problems for years. You'll enjoy leisure time that you never had before.

MORE FREEDOM FROM EXPENSE

Minimum upkeep expenses! Saves on fuel bills. Cuts down on cost of operating air conditioning units. Continuous savings for family budgets with AlSCO.

A NEW WORLD OF COMFORT

AlSCO siding insulates to help keep temperatures uniform throughout your home for year 'round benefits in health and comfort.

NEW VALUES

AlSCO adds to the resale value of your home and to the over-all value of the neighborhood. Your neighbors will be as proud of your AlSCO sided house as you are.



Richmond, Virginia

Los Angeles, California





Lasting and



Sandalwood and white used on this beautiful Philadelphia home.

g beauty, protection l Freedom House living



You'll experience a wonderful new feeling of freedom when you beautify your home with AlSCO. Here is a siding that offers permanent protection for new or remodeled homes, eliminates constant painting and upkeep problems. When AlSCO siding is on your home all you have to do is enjoy it.



Akron, Ohio

AlSCO's Freedom House Finish stays beautiful for years



Won't chip

Won't check

Won't peel

Won't flake

ALSCO is pre-painted . . .
protected for years by miracle acrylic finish. The finish is
rolled on, then slow-baked for a durable, satin-smooth surface.

The Acrylic finish has unusual fade resistance, keeps colors
fresh and vibrant. No other siding offers such
rich looking, long lasting benefits.

So durable is this finish that it is
guaranteed by ALSCO for twenty years.

Alsco's Good Living homes are more saleable

Architects and building contractors, men who know building materials . . . specify Alsco for all types of homes. Alsco lowers building costs because it can be applied quickly, easily in any season, any kind of weather. Alsco's low upkeep, added protection from termites, rodents, fire and weather reduce the rate of depreciation . . . are features that appeal to all homebuyers.



175 House allotment constructed by N & S Builders, Mayflower Village, Massillon, Ohio



More and more lending institutions are classifying Alsco Bak-R-Foam Insulated Siding in the same desirable lending classification as brick veneer.

- Meets FHA requirements for new construction. Installs directly over studs. Eliminates sheathing, building paper.
- Satisfies the Uniform Building Code of the INTERNATIONAL CONFERENCE OF BUILDING OFFICIALS
- Meets high standards of SOUTHERN BUILDING CODES CONFERENCE.
- Meets requirements of the BUILDING OFFICIALS CONFERENCE OF AMERICA.

New expressions for Good Living with exteriors of vertical panels

The authentic look of board and batten lends an individual flavor to modern or traditional homes. Countless effects are possible by combining Alasco vertical with Alasco's regular siding.

*Alasco offers nearly
50 possible color combinations*





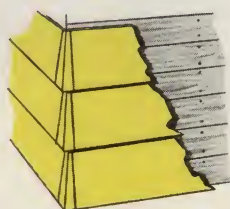
Clinton, Massachusetts

An improvement today that makes your home worth more tomorrow

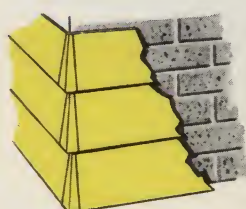
AlSCO can be applied over any surface in less time than it takes to apply two coats of paint. The home shown is now a colorful proud improvement to the neighborhood. Even more important is the assurance to the homeowner of freedom from the expense and trouble of continual upkeep. If you can afford paint . . . you can afford AlSCO.

**ALSCO ALUMINUM
SIDING COVERS ALL
THESE SURFACES...
PERMANENTLY**

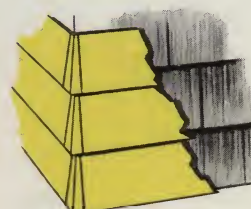
WOOD



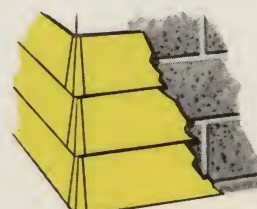
**STUCCO &
BRICK**



SHINGLES



CEMENT BLOCK





year 'round comfort protection, savings



KEEPS HOUSE COOLER IN SUMMER

Hot sun rays bounce off Alscó Siding. Much of the radiant heat is reflected. Alscó keeps homes cooler and reduces the work load on cooling units.



MORE COMFORTABLE IN WINTER

Alscó contains much of the radiant heat within the house. Reduces fuel bills. Alscó creates a more comfortable, healthful atmosphere.



POSITIVE MOISTURE CONTROL

Alscó protects walls against moisture damage that may lead to costly repairs. Siding panels are designed with moisture controls. Alscó trained specialists can help you correct existing moisture problems.



*Alscó Aluminum Siding
helps to make this obsolete*

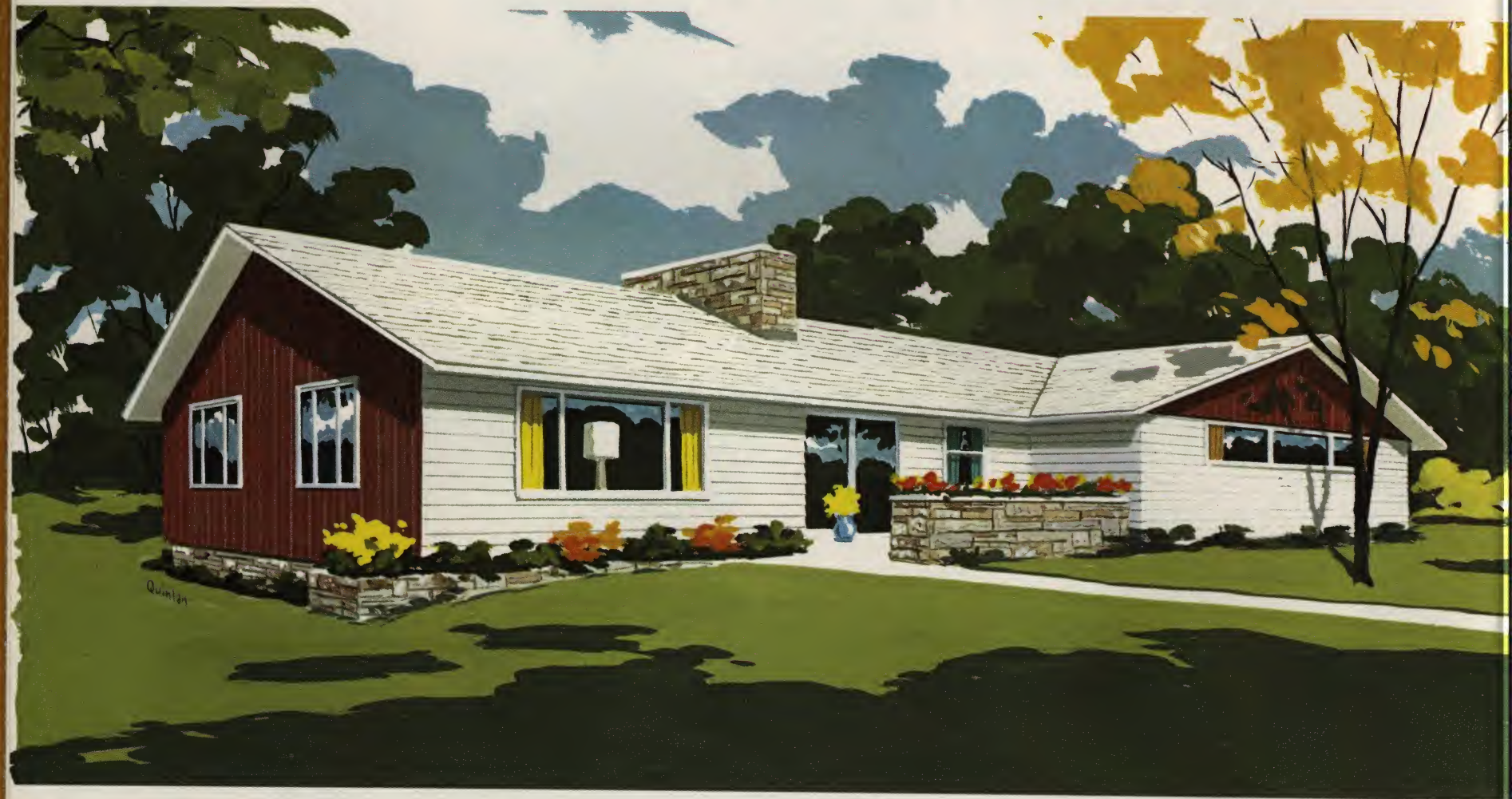
another NEW aluminum building product

Goes right over bare studs!



SIDED...INSULATED...PAINTED...

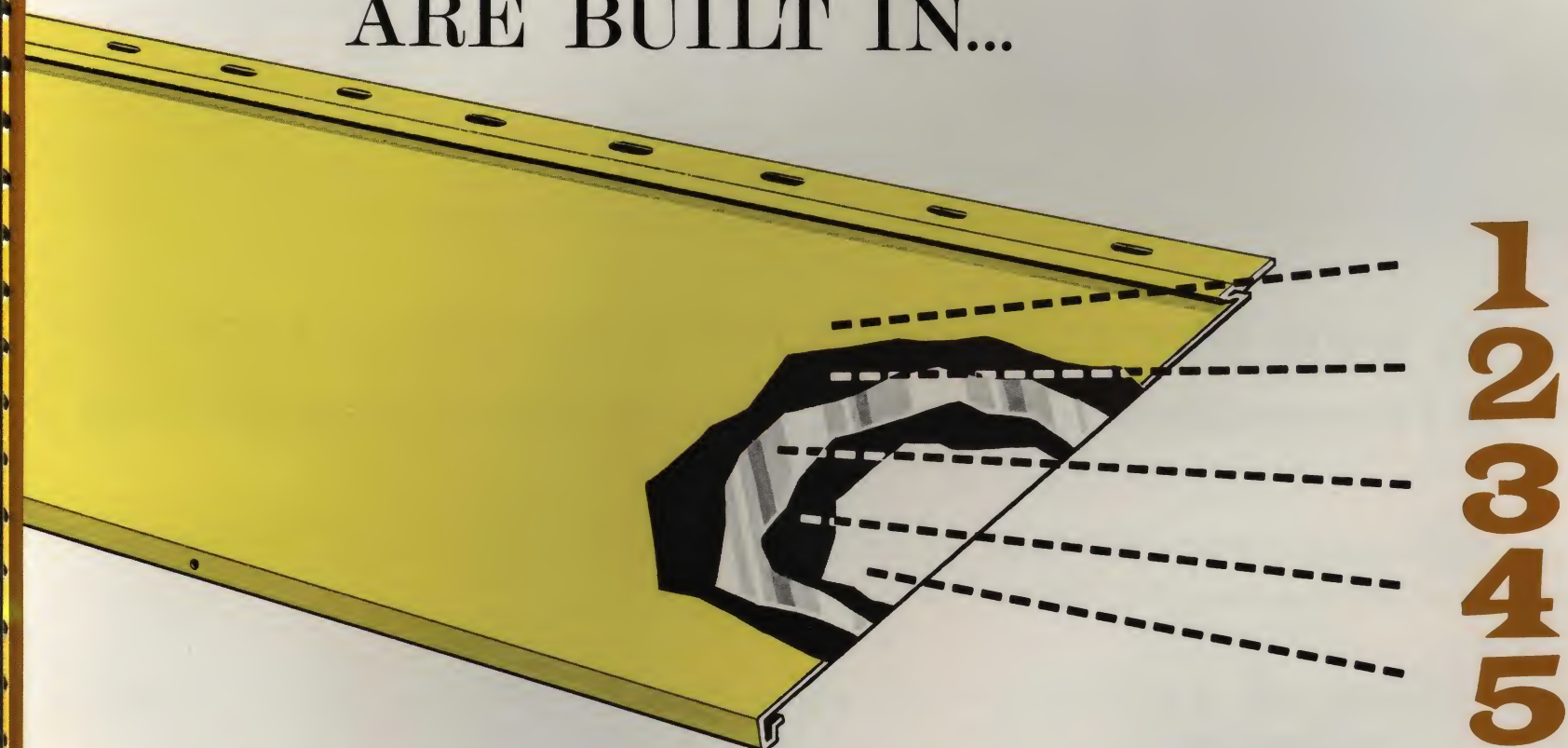
in one simple application with new



- **Sheathing and building paper is eliminated!**
- **Meets FHA specifications for direct stud application**
- **Approved by International Conference of Building Officials and Southern Building Codes Congress**
- **Meets requirements of the Building Officials Conference of America**



ALSCO'S BEAUTY AND PROTECTION ARE BUILT IN...



Only AlSCO Siding offers this protection

1. ACRYLIC FINISH

AlSCO's superb, satin-smooth baked-on Acrylic finish. Won't check, chip, craze, peel or flake.

2. ALODINE

The 1200 Type "Alodine" provides over-all paint bonding and protection for the surface side of the bare aluminum.

3. ALUMINUM

AlSCO Aluminum Siding is made from pig aluminum supplied by the world's major producers. It is converted from pig into coil, then into siding panels in AlSCO's large, completely integrated factories.

4. ALODINE

Another "Alodine" protective coating serves as a bond for Gold Bak on the underneath side of AlSCO Aluminum Siding.

5. GOLD BAK

The underneath side of every panel of AlSCO siding is coated with tough, gold-colored film of Epoxy resin, called Gold Bak. Gold Bak blocks corrosion that might occur from within.

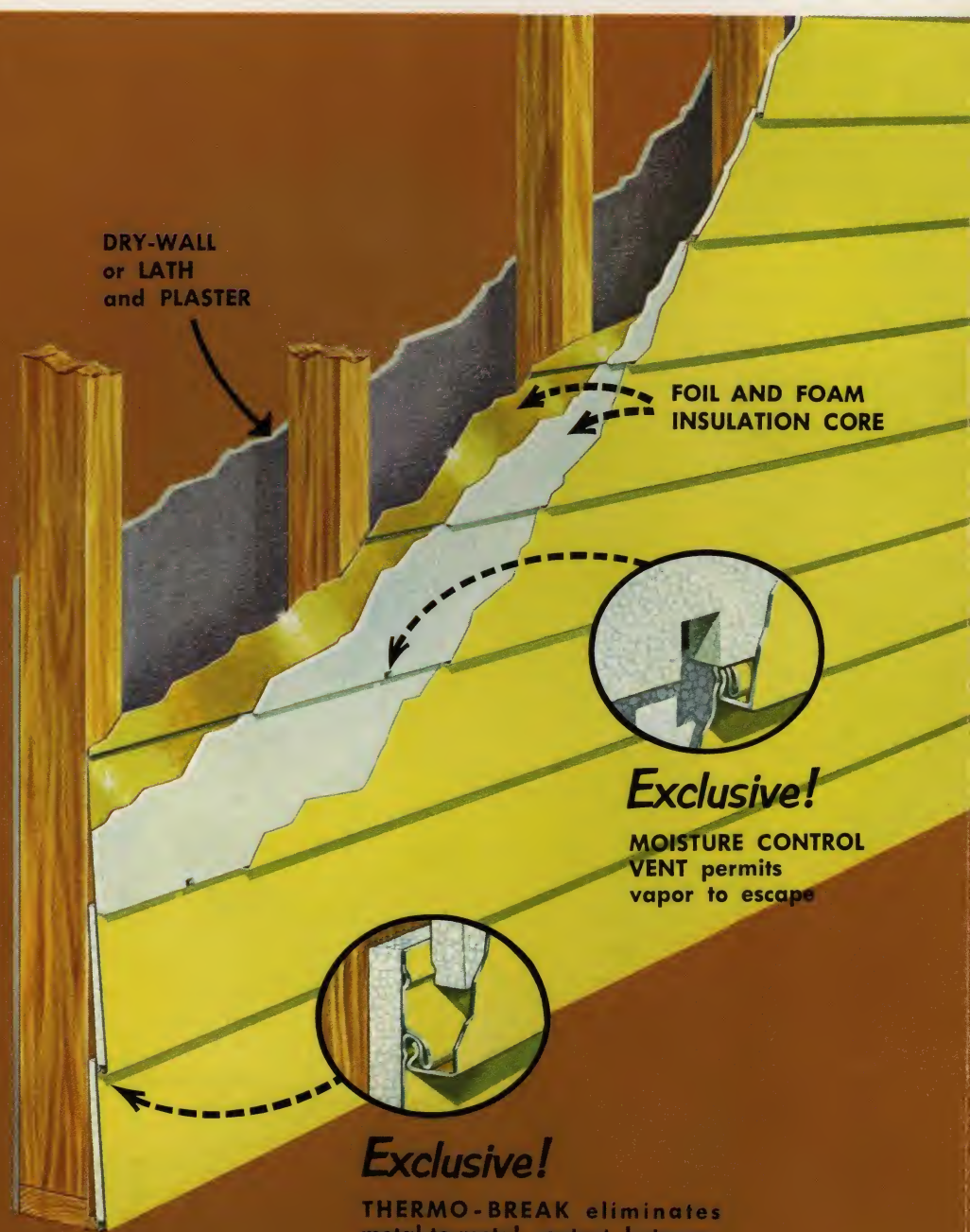
Rigid

BAK-R-

INSULATED AL

FIRST "sandwich-like" insulated wall construction

1. FIRST with heavy-duty Gold-Bak foil bonded to foam insulation
2. FIRST with Polystyrene foam laminated to the panel
3. FIRST to shield aluminum panel on the front with Miracle Acrylic finish—on the back with Gold-Bak epoxy resin



Exclusive!

MOISTURE CONTROL
VENT permits
vapor to escape

Exclusive!

THERMO-BREAK eliminates
metal-to-metal contact between
panels.

Exclusive!

WEATHER-TIGHT COMPRESSION
SEAL prevents rain infiltration,
controls aeration.

Rigid

BAK-R-FOAM®

MAKES OLD STYLE SIDING OBSOLETE



FOAM*

ALUMINUM PANELS



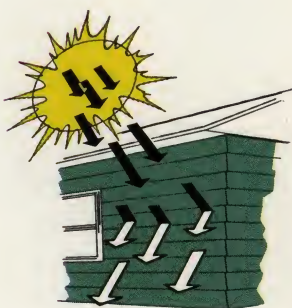
Silver Lake, Ohio

This new product cuts new construction and remodeling costs, eliminates sheathing

FOR NEW CONSTRUCTION—Rigid Bak-R-Foam can be applied directly to the 2 x 4's. Eliminates costly sheathing, building paper and other additional insulation.

FOR REMODELING—Rigid Bak-R-Foam can be applied over shingles, brick, wood or concrete block in less time than it takes to apply two coats of paint.

*** PATENTS PENDING**



**HELPS TO KEEP
SUMMER HEAT OUT**



**HELPS TO KEEP
WINTER HEAT IN**



**HELPS TO SEAL
OUT MOISTURE**



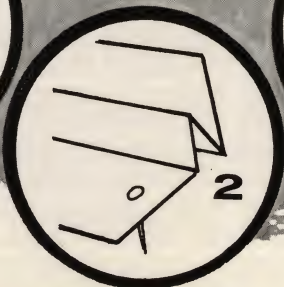
**MUFFLES JANGLING
STREET NOISES**

No other Insulated Aluminum Siding has been so scientifically engineered, thoroughly tested and universally accepted as Rigid Bak-R-Foam

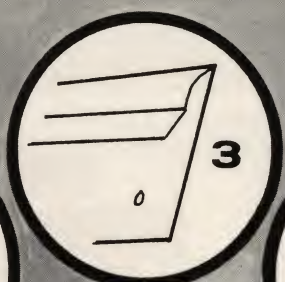
Important finishing touches give added freedom from care



Inside Corner



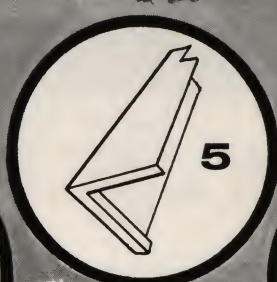
Flashing Trim



Sill Trim



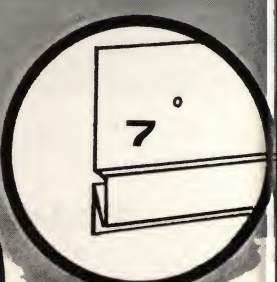
Backer Plate



Outside Corner



Casing Trim



Starter Strip



**VENTILATING
LOUVERS**

**SOFFIT AND
FASCIA TRIM**

WINDOW CASINGS AND HEADER COVERS

STORM WINDOWS

SHUTTERS

**DOOR
CASINGS
AND HEADER
COVERS**

**GUTTERS
AND
DOWNSPOUTS**

**HIDDEN
MOISTURE
CONTROL
VENTS**

WINDOW SILL COVERS

STORM DOOR

**Complete Coverage with
Alsco Aluminum Building Products**

Quality control assures Freedom House Protection



AlSCO maintains a complete laboratory for research and testing



ABRASIVE TEST: Abrasives are ground and ground over the Acrylic finish to test AlSCO's tremendous resistance to scratching and marring.



TEST FENCE: Actual weather tests to check AlSCO's resistance to all weather elements proves the Acrylic finish more permanent.



FADEOMETER: The Acrylic finish resists severe fading effects of wind, snow, rain and direct sun rays when tested on the precise Fadeometer.



WEATHEROMETER: Exhaustive testing is continued in the Weatherometer, including 2000 hours of concentrated salt spray exposure. This further substantiates AlSCO's resistance to weather, hail, sleet, snow and rain.

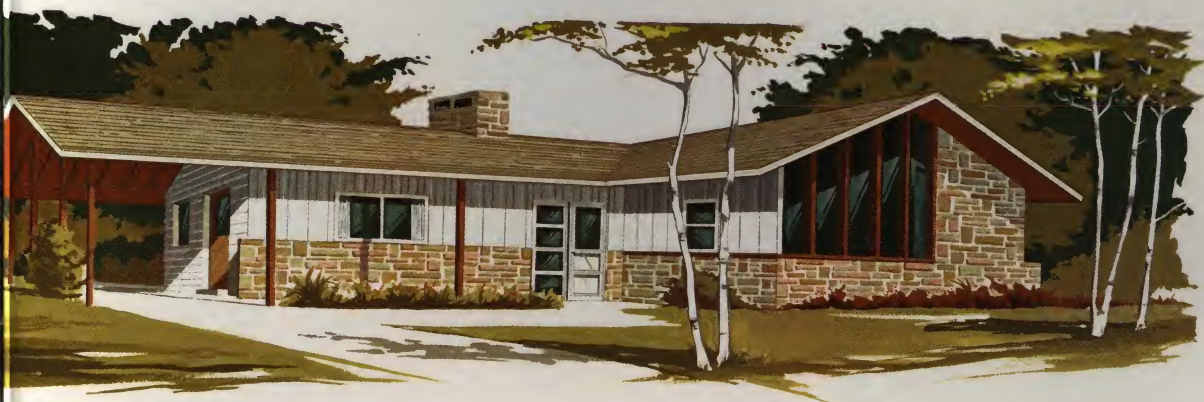


METALLURGY DEPARTMENT: Samples of molten aluminum are drawn right from the holding furnaces and tested by trained metallurgists. This analysis determines when the desired aluminum alloy has been reached. Every ounce must meet AlSCO's rigid standards for quality.



*add the luxury look
of real stone with*

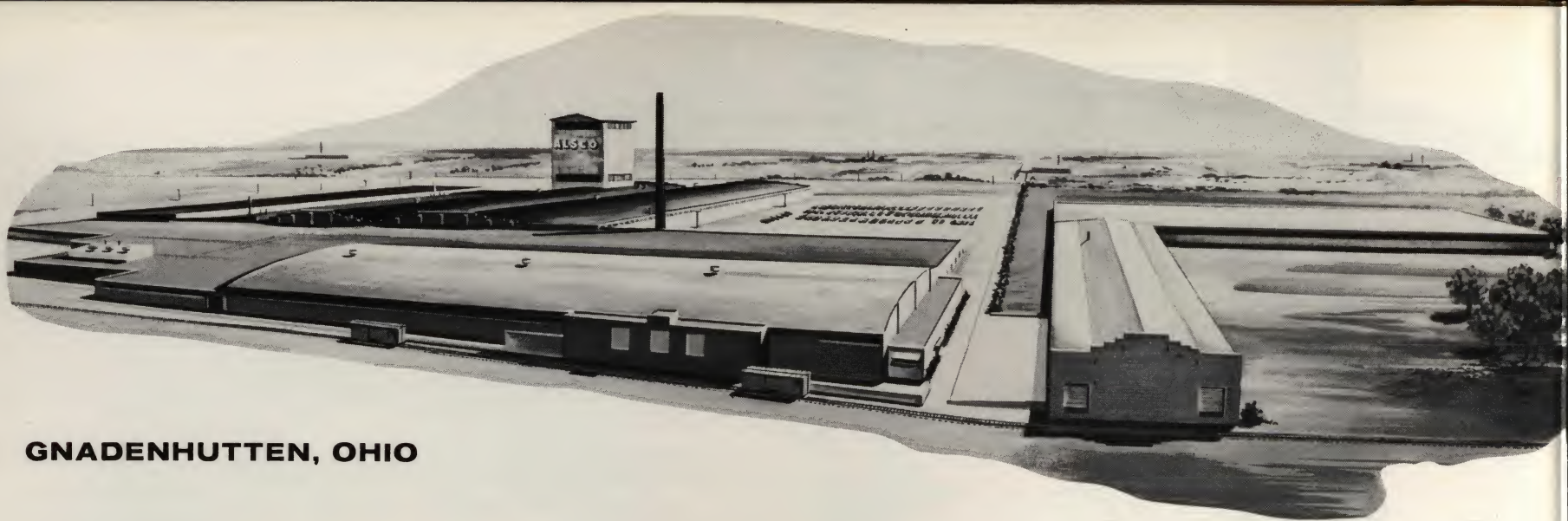
rock ledge



AlSCO has captured the natural beauty and color of quarried stone in this rich-looking accent for your AlSCO Siding. So authentic looking that it defies the closest inspection . . . yet so inexpensive that it can be used for most any type of home. Rock Ledge is as lasting and protective as the aluminum siding.



ALSCO
ALUMINUM

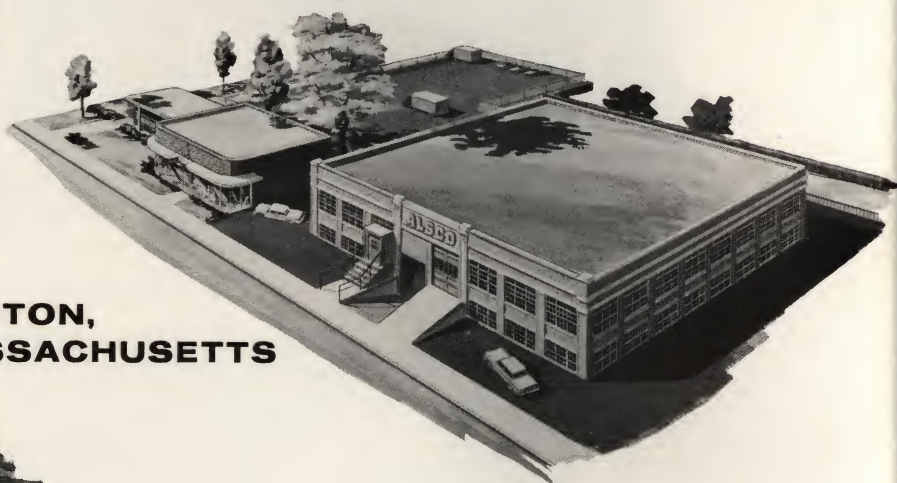


GNADENHUTTEN, OHIO



**BUFFALO,
NEW YORK**

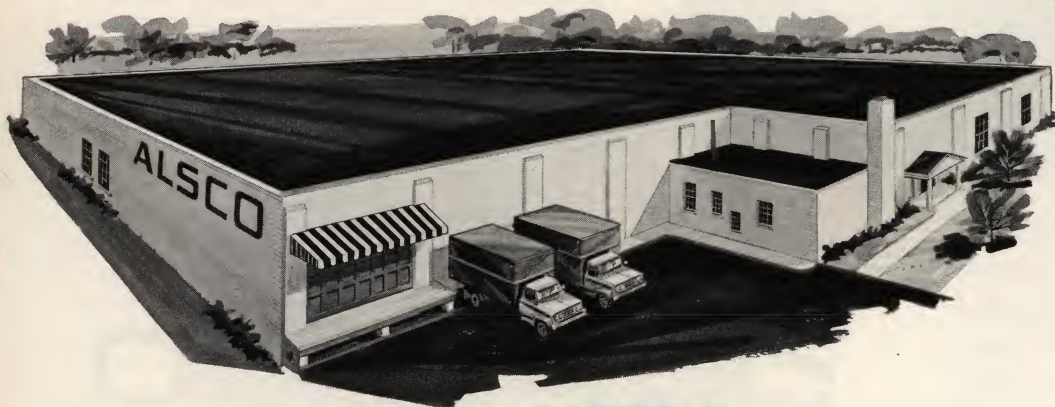
 **ALSCO**
ALUMINUM



**BOSTON,
MASSACHUSETTS**



**OAKLAND,
CALIFORNIA**



**GARFIELD,
NEW JERSEY**



**HARTFORD,
CONNECTICUT**

**NOW: EXPANDED ALSICO FACILITIES
COVER MORE THAN
1 MILLION SQUARE FEET**



SUGAR CREEK, OHIO

These AlSCO aluminum building products plants are representative of the many AlSCO plants located throughout the United States to better serve our customers.

manufacturer of quality Aluminum building products

AlSCO's completely integrated manufacturing facilities insure precise quality control . . . from the raw aluminum to the finished product. Product superiority and customer satisfaction are reflected in AlSCO's rapid, constant growth.



**KANSAS CITY,
MISSOURI**



**HOME OFFICE
AKRON, OHIO**



CHICAGO, ILLINOIS

CLEVELAND, OHIO



Sales offices and distribution facilities in most major cities

ALSCO . . . Pioneer and Pacesetter in the Aluminum Building Products Industry

See, feel the difference on this tough, super-smooth
MIRACLE ACRYLIC FINISH

Rolled on, baked at 500° F, scientifically formulated to resist acids, caustics — that's AlSCO's Acrylic Finish, one of the finest available *anywhere*.



*and yours in a wide choice
of contemporary colors*

REGULAR SIDING COLORS:

Chateau White
Willow Green
Sandalwood
Mist Green
Pilgrim Grey

Bamboo Yellow
French Grey
Pastel Pink

VERTICAL SIDING COLORS:

in same colors plus
Jamaican Brown
Colonial Red



*AlSCO merited the
House & Garden Magazine certificate
for outstanding color selection*

*And in your hands: AlSCO's assurance to you of
20 carefree years — your guarantee in writing*

*AlSCO, Inc. 20-Year
Homeowner's Quality Guarantee*

ALSCO
ALUMINUM SIDING

Subject to and on the terms set forth below, every panel of ALSCO Aluminum Siding and every ALSCO corner is guaranteed to be free from factory defects and in addition, ALSCO siding is guaranteed for a 20-year period against blistering, peeling, flaking and checking, subject to the conditions and exceptions hereinafter set forth.

This guarantee extends only to ordinary wear and tear, and cannot be

construed to cover damage to siding by willful abuse or by negligence in the normal maintenance and cleaning of same, nor does this guarantee apply to improper installation or damage caused by other materials substituted for or used in addition to ALSCO products, nor does this guarantee apply to fading in the normal course of events, nor to acts of God, such as fire, lightning, windstorm, hailstorm, or causes beyond the control of ALSCO.

Jamaican Brown

Bamboo Yellow



Mist Green



Chateau White



Bamboo Yellow

French Grey



Mist Green

Chateau White



Chateau White

Colonial Red



Bamboo Yellow



Willow Green

Sandalwood



Colonial Red

Chateau White



Bamboo Yellow

Sandalwood



Chateau White

Pilgrim Grey



Pastel Pink

French Grey



Bamboo Yellow

Pilgrim Grey



Chateau White

Mist Green

Sandalwood



Pilgrim Grey

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 **ALSCO**
ALUMINUM
BUILDING PRODUCTS